

# Western or Eastern Regional

## RATE CARD NO. 28

**NO PRICE INCREASE FOR 2010**



### 1. GENERAL ADVERTISING *In Canadian Dollars*

	1 Time	5 Times	10 Times	20 Times
1 page.....	\$3185	\$3115	\$3020	\$2920
2/3 page.....	2885	2815	2715	2650
1/2 island.....	2575	2535	2395	2305
1/2 page.....	2195	2100	2035	1950
1/3 page.....	1725	1630	1505	1390
1/4 page.....	1295	1205	1125	1020
1/6 page.....	1035	985	885	775

### 2. COLOURS & BLEED

Colour (one).....	\$495
Matched color.....	800
Metallic Ink.....	890
4-colour.....	1495

### 3. CONDITIONS

Position of the advertisement is at the discretion of the publisher. For issuance and closing dates, see 2010 Editorial and Events Planner. Commissions are payable to recognized agencies.

Classified advertisements are non-commissionable.

### 4. CLASSIFIED LISTINGS & DISPLAY CLASSIFIED

Classified advertisements: If box numbers desired add \$15.00 extra.

Display classified advertisements \$100.00 per column inch, 2-1/4" wide column.

Professional cards: 1 time \$100.00 per column inch; 5 times \$95.00 per column inch; 10 times \$90.00 per column inch; 2-1/4" wide column. The word advertisement will be placed above copy which, in the opinion of the publisher, resembles editorial material.

### 5. ADVERTISING DIMENSIONS IN INCHES & MILLIMETRES

Unit .....	Inches		Millimetres	
	Wide.....	Deep .....	Wide .....	Deep .....
Full Page .....	8.....	10-3/4 .....	216 .....	279 .....
Live Area.....	7.....	10 .....	178 .....	254 .....
2/3 page.....	4-5/8.....	10 .....	117.....	254 .....
1/2 page island.....	4-5/8.....	7-1/2 .....	117.....	191 .....
1/2 page horizontal.....	7.....	4-7/8 .....	178 .....	124 .....
1/2 page vertical.....	3-3/8.....	10 .....	86 .....	254 .....
1/3 page vertical.....	2-1/4.....	10 .....	57 .....	254 .....
1/3 page horizontal.....	7.....	3-1/8 .....	178 .....	80 .....
1/3 page square.....	4-5/8.....	4-7/8 .....	117.....	124 .....
1/4 page regular.....	3-3/8.....	4-7/8 .....	86 .....	124 .....
1/4 page horizontal.....	7.....	2-3/8 .....	178 .....	60 .....
1/6 page vertical.....	2-1/4.....	4-7/8 .....	57 .....	124 .....
1/6 page horizontal.....	4-5/8.....	2-3/8 .....	117.....	60 .....

Trim size: 8" (203 mm) wide x 10-3/4" (273 mm) deep.

Single bleed size (1/8" minimum bleed allowance required on bleed edges):

8-1/4" x 11" (210 mm x 286 mm) to trim 8" x 10-3/4" (203 mm x 273 mm)

Double page spread bleed size (saddle-stitch; method of printing, Direct to Plate, 16-1/2 x 11" (419 mm x 286 mm) to trim 16"x 10-3/4" (406 mm x 273 mm).

### PROVIDING ELECTRONIC FILES FOR LSJ

Logging & Sawmilling Journal is produced on Mac platform.

For optimum graphic results at the lowest cost to advertisers, please prepare your digital files to our specifications.

#### We prefer your ad be laid out as an electronic file.

- ◆ acceptable file formats— Adobe InDesign/Illustrator 9.0/Photoshop or Press Ready PDF's (all fonts embedded)
- ◆ files created in Adobe Illustrator must be saved as EPS (with fonts converted to outlines and include any images used as TIFF or JPEG)
- ◆ line screen is 175, ensure SCANS or ADS are at minimum of 300 dpi resolution
- ◆ ensure ad is proper size (see Advertising Dimensions)
- ◆ include all support files, fonts, logos, scans (also fonts for logos if required)
- ◆ convert colours to CMYK for logos (provide a colour hard copy to ensure desired output)
- ◆ hard copy of black & white ads should accompany submission
- ◆ include a disk directory of the files on your disk or e-mail
- ◆ ads can be submitted by e-mail or CD's
- ◆ if e-mailing, provide FULL AD or IMAGES as TIFF's or EPS's (Note: JPEG's should be 3 times larger than final image size required), or press-ready PDF's
- ◆ FTP site is available for files over 9MB (all files must be stuffed or zipped before uploading); please contact LSJ by phone or e-mail for password and instructions. A proof of your ad will be faxed or e-mailed for final approval

**Please Note** - Disk alterations are billable, plus any scanning costs. Logging & Sawmilling prints Direct to Plate.

**Send ad material to [artwork@forestnet.com](mailto:artwork@forestnet.com)**

### MATERIAL DELIVERY INSTRUCTIONS

All advertising copy and disks should be sent directly to,

**Sheila Ringdahl, Production Manager,**

**Logging & Sawmilling Journal**

**VIA COURIER.**

**Courier Address:** 211 East 1st Street

North Vancouver, BC V7L 1B4

**Mailing Address:** PO Box 86670 Station Main

North Vancouver, BC V7L 4L2

**[www.forestnet.com](http://www.forestnet.com)**

## PERSONNEL:

**Rob Stanhope, Publisher**

E-mail: [stanhope@forestnet.com](mailto:stanhope@forestnet.com)

**Perry Rosehill, Sales Associate**

Phone: (604) 882-3088

E-mail: [rosehill@forestnet.com](mailto:rosehill@forestnet.com)

**James Booth, Sales Associate**

E-mail: [jbooth@forestnet.com](mailto:jbooth@forestnet.com)

**Sheila Ringdahl, Production Manager**

E-mail: [artwork@forestnet.com](mailto:artwork@forestnet.com)

**Betty Rosales, Office Manager**

E-mail: [brosales@forestnet.com](mailto:brosales@forestnet.com)

**Tel: (604) 990-9970 ◆ Fax: (604) 990-9971**